

## MEMORANDUM

TO: Sam Powers, Economic Development Director

FROM: Alyssa Dack, OED summer intern

DATE: August 7, 2009

SUBJECT: Asheville City Plan 2025 – Status Update

At their June 10, 2009 meeting, the Planning and Economic Development Committee of City Council asked for a review of the Asheville City's 2025 Plan to benchmark progress on the goals outlined in the Plan. Attached to this memorandum is an implementation matrix of the Asheville City Plan 2025 created in response to this request. City staff who contributed to this plan evaluation were an enthusiastic, creative, motivated group of individuals who displayed an impressive knowledge of both their specific subject areas as well as interdepartmental projects.

### *Background*

The Asheville City Plan 2025 was adopted by City Council in October of 2003. The City has achieved over 75 percent of the goals outlined in this plan in large measure by pursuing a natural, progressive course of action. Though there was progress in each of the seven sections of the plan, the section with the most unrealized goals was the Center City plan because of a shift in target populations from the Central Business District to broader city limits. (The recently adopted Downtown Master Plan does address most of the goals that were not attained during the 2025 plan.)

The 2025 Plan has seven sections: Land Use and Transportation, Development Tools, Air and Water Quality, Economic Development, Public Participation and Intergovernmental Coordination, City Services and the Center City Plan. Each section incorporated a different set of city departments, and set forth goals that had varying degrees of practicality. For example, several of the goals under the Land Use and Transportation section asked the Engineering Department to make decisions or take actions that were ultimately the jurisdiction of the County or State governments. At other points, such as in Economic Development or Transportation sections, the 2025 Plan called for substantial advertising campaigns, while the departments had no funding for such campaigns. Other sections, however, incorporated straightforward, achievable goals, as exemplified in goals for the Fire Department in the City Services section.

### *The Center City Plan*

Because of the reengineering that included closure of the City Development Office, a number of the goals and strategies outlined in the Center City Plan were not attained. At the same time that the City Development Office closed to allow for creation of a Technical Review Manager position, there was a broadening in City Council's focus from in the Central Business District to providing services for the broader city population. While this allowed other parts of the plan to flourish, it harmed the Center City plan. Fortunately, most of the CBD goals that the City did not achieve under the 2025 Plan are re-addressed in the Downtown Master Plan; but some, like Downtown parks, are addressed in other Master Plans (Parks Master Plan). Hopefully, the Downtown Master Plan will help create a vital downtown district, the ultimate goal of the Center City plan.



### *Moving Forward*

Overall, the 2025 Plan was a success. Most goals were met, and many others have led to the evolution of creative services or actions by the City. Unmet goals often had jurisdiction or funding issues. Knowledge of master plans and their relationship to City policy direction should be reinforced in the future by consistent review and by referencing these plans in staff reports to City Council.